Business English Reading : a Comprehension Summary

Enhancing Vocabulary, Grammar, and Reading Skills in Business Contexts
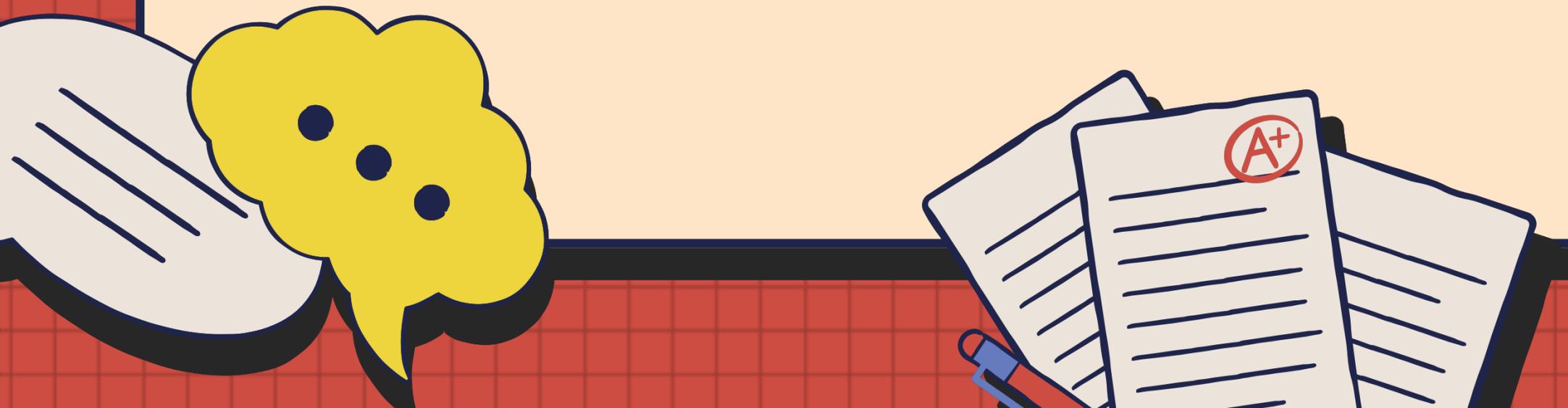
Vocabulary in Business English

- **Word Roots (รากศัพท์)**: Understanding meaning origins
  - Example: "Transport" (root: "port" = carry) → "Export, Import, Support"

- **Prefixes (คำนำหน้า)**: Modify meanings
  - Example: "Un-" (not) → "Unsuccessful" (not successful)

- **Suffixes (คำต่อท้าย)**: Change word forms
  - Example: "-ment" (process/state) → "Management"

Example Sentences with Highlights

- "The **unreliable** supplier failed to deliver the order on time." (Prefix: "un-" = not)

- "The company's **growth** is remarkable this year." (Suffix: "-th" forming a noun)
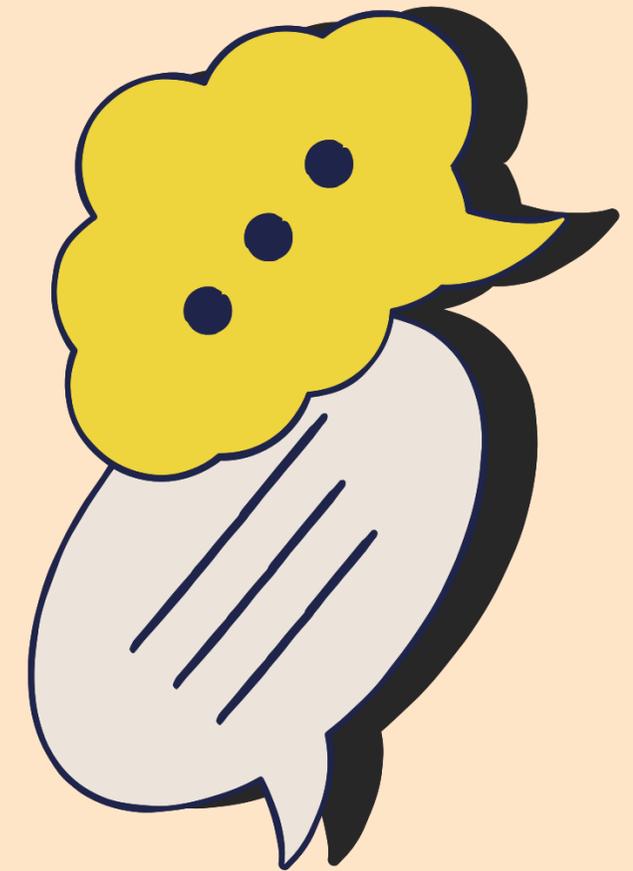
Coherence & Cohesion
(ความสอดคล้องและความเชื่อมโยงของเนื้อหา)

- **Coherence (การทำให้เนื้อหาเป็นระเบียบ)**: Logical arrangement of ideas

- **Cohesion (ความต่อเนื่องของข้อความ)**: Connecting words, pronouns, repetition
    Example: "Sales increased by 20%. **As a result**, the company hired more employees." (Transitional phrase)

Common Cohesive Devices
(คำเชื่อมที่ใช้บ่อย)

- **Cause & Effect (สาเหตุ-ผลลัพธ์):** Therefore, Consequently, As a result

- **Contrast (ความขัดแย้ง):** However, On the other hand, Yet

- **Addition (การเพิ่มข้อมูล):** Moreover, Furthermore, In addition

Referential Cohesion
(การอ้างอิงในข้อความ)

- **Anaphoric reference (การอ้างถึงข้างต้น)**
  - "The company launched a new product. It became an instant success." ("It" refers to "a new product")

- **Cataphoric reference (การอ้างถึงสิ่งที่กล่าวถึงภายหลัง)**
  - "Although unexpected, the CEO's decision was widely accepted." ("unexpected" refers to "the CEO's decision")

Deixis (คำชี้เฉพาะ)

- **Personal deixis (บุคคล)**: I, you, they, we (refers to people)

- **Spatial deixis (สถานที่)**: Here, there, near, far

- **Temporal deixis (เวลา)**: Now, then, today, next year
  Example: "We will launch the new service **next quarter**."
 (Temporal deixis)
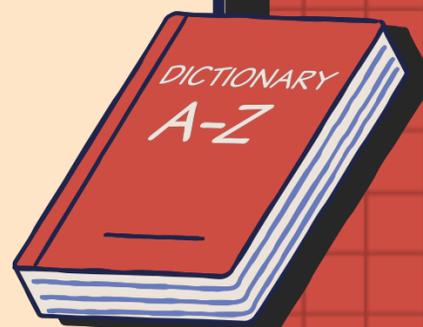
Understanding Text Structure
(โครงสร้างของเนื้อหา)

- **Business emails (อีเมลธุรกิจ):** Subject → Greeting → Body → Closing

- **Reports (รายงาน):** Introduction → Data Analysis → Conclusion

- **Proposals (ข้อเสนอทางธุรกิจ):** Problem → Solution → Implementation Plan

Example Sentences Highlighting Text Structure

- "**Dear Mr. Smith,** I am writing to confirm our meeting tomorrow at 10 AM." (Formal business email structure)

- "**This report examines** the impact of digital marketing strategies on sales growth." (Report introduction)
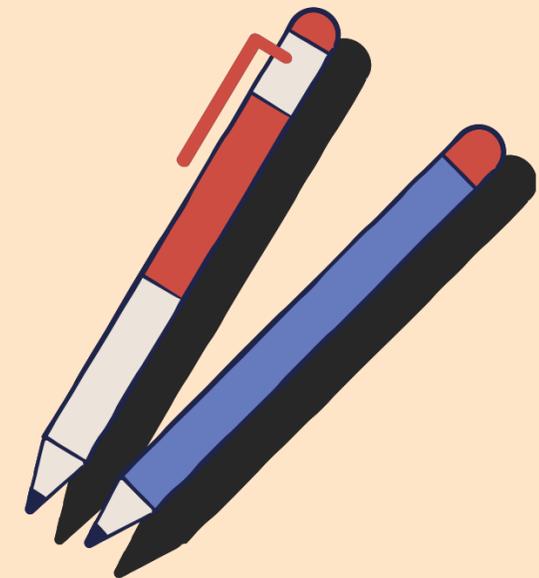
Improving Reading Comprehension
(เทคนิคการพัฒนาความเข้าใจในการอ่าน)

- Identify main ideas and supporting details

- Recognize **implications and underlying meanings**

- Practice skimming and scanning
  Example: **Explicit Meaning**: "The company reported a 15% increase in revenue."
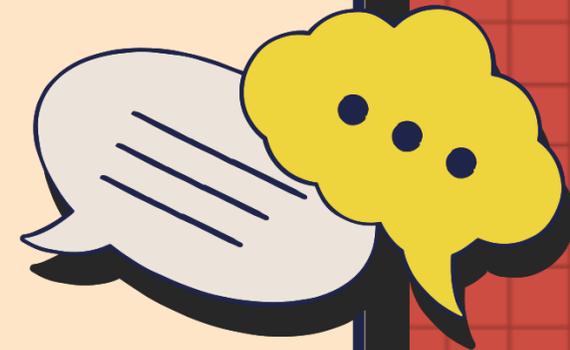
Implied Meaning: "Despite financial challenges, the company performed well." (Suggesting growth despite (difficulties)

Summary and Final Tips

- Use vocabulary-building strategies (prefixes, suffixes, roots)

- Improve writing cohesion with pronouns and transition words

- Recognize coherence through logical sequencing

- Understand text structure in business documents

- Read critically to identify deeper meanings